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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
09/730,359	12/04/2000	Paul Moskowitz	1963-4937	6926

7590 03/31/2005
Stephen C Kaufman
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EXAMINER

JANVIER, JEAN D

ART UNIT	PAPER NUMBER
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3622

DATE MAILED: 03/31/2005

Please find below and/or attached an Office communication concerning this application or proceeding.

Non-Responsive Communication

The proposed reply filed on 12/27/2004 has not been entered **because it is unsigned** (See page 11 in the conclusion section of the remarks). Since the above mentioned reply appears to be *bona fide*, applicant is given a TIME PERIOD of **ONE (1) MONTH or THIRTY (30) DAYS** from the mailing date of this notice, whichever is longer, within which to supply the omission or correction in order to avoid abandonment. EXTENSIONS OF THIS TIME LIMIT MAY BE GRANTED UNDER 37 CFR 1.136(a).

Conclusion

The prior art made of record and not relied upon is considered pertinent to applicant's disclosure.

“Auctioning of Ad Space Gets Boots With Successful Launch of Site”, an article written by Nelson Wang and published on March 02, 1999, discloses an auction of advertising space held by adauction.com, which organizes the auction late in the cycle and sells ad space to advertisers looking to purchase ad space at discounted prices.

“Web sites sell ad space through auctions-Despite industry skepticism, Individual Inc. and Netscape try out new strategies”, an article written by John Evan Frook and published on July 31, 1995, discloses that Individual Inc. and Netscape Communications Corps announce that will auction advertising space on their World Wide Web sites.



Application/Control Number: 09/730,359

Page 3

Art Unit: 3622

"Goto.com's Search Engine, the Highest Bidder Shall Be Ranked First", an article written by Laurie J. Flynn and published on March 16, 1998, discloses a system wherein a search result is displayed and sorted or ranked on a search result page based on the highest bid.

Any inquiry concerning this communication from the Examiner should be directed to Jean D. Janvier, whose telephone number is (703) 308-6287). The aforementioned can normally be reached Monday-Thursday from 10:00AM to 6:00 PM EST. If attempts to reach the Examiner by telephone are unsuccessful, the Examiner's Supervisor, Mr. Eric W. Stamber, can be reached at (703) 305- 8469.

For information on the status of your case, please call the help desk at (703) 308-1113. Further, the following fax numbers can be used, if need be, by the Applicant(s):

After Final-703-872-9327

Before Final -703-872-9326

Non-Official gaff- 703-746-7240

Customer Service- 703-572-9325

JDJ

03/19/05

JEAN D. JANVIER
PRIMARY EXAMINER